

**AMENDMENTS TO THE CLAIMS:**

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

1. (Currently Amended) A media embellishing die for use in a press comprising:

a first side having a first embellishing surface for embellishing media pressed against the first embellishing surface; and

a second side having a second embellishing surface for embellishing media pressed against the second embellishing surface.

2. (Original) The media embellishing die defined in claim 1 wherein the first and second sides are on opposite sides of the die.

3. (Original) The media embellishing die defined in claim 1 wherein the first embellishing surface includes a cutter for cutting the media and the second embellishing surface includes a cutter for cutting the media.

4. (Original) The media embellishing die defined in claim 1 wherein the first embellishing surface includes an embossing surface for embossing the media and the second embellishing surface includes an embossing surface for embossing the media.

5. (Original) The media embellishing die defined in claim 1 wherein the first embellishing surface includes an embossing surface for embossing the media and the second embellishing surface includes a cutter for cutting the media.

6. (Original) The media embellishing die defined in claim 1 wherein the first and second embellishing surfaces are coordinated with each other for embellishing the same piece of media in different ways in two different pressings.

7. (Original) The media embellishing die defined in claim 6 wherein the first embellishing surface is an embossing surface for embossing a media during a first pressing and the second embellishing surface is a cutter aligned with the first embossing surface for cutting the embossed media during a second pressing.

8. (Original) The media embellishing die defined in claim 6 wherein the first embellishing surface is an embossing surface for embossing a media in a first pressing having first press force characteristics and the second embellishing surface is an embossing surface for embossing the media in a second pressing having second press force characteristics.

9. (Original) The media embellishing die defined in claim 1 wherein the media embellishing die is metal.

10. (Original) The media embellishing die defined in claim 9 wherein the media embellishing die is aluminum.

11. (Original) The media embellishing die defined in claim 9 wherein the media embellishing die is steel.

12. (Currently Amended) A system for embellishing media comprising:
a media embellishing die including a first side having a first embellishing surface for embellishing media pressed against the first embellishing surface and a second side having a second embellishing surface for embellishing media pressed against the first embellishing surface; and

a press for pressing media against the media embellishing die to embellish the media.

13. (Original) The system for embellishing media defined in claim 12 wherein the first and second sides are on opposite sides of the die.

14. (Original) The system for embellishing media defined in claim 12 wherein the first embellishing surface includes a cutter for cutting the media and the second embellishing surface includes a cutter for cutting the media.

15. (Original) The system for embellishing media defined in claim 12 wherein the first embellishing surface includes an embossing surface for embossing the media and the second embellishing surface includes an embossing surface for embossing the media.

16. (Original) The system for embellishing media defined in claim 12 wherein the first embellishing surface includes an embossing surface for embossing the media and the second embellishing surface includes a cutter for cutting the media.

17. (Original) The system for embellishing media defined in claim 12 wherein the press is a roller press.

18. (Original) The system for embellishing media defined in claim 12 further comprising an elastomeric embossing pad disposed between the media and the press which deforms during pressing to spread the press forces over the media embellishing die.

19. (Original) The system for embellishing media defined in claim 18 further comprising a rigid platen plate for pressing with the media, the embossing template and elastomeric pad for distributing the press forces.

20. (Original) The system for embellishing media defined in claim 12 wherein the first and second embellishing surfaces are coordinated with each other for embellishing the same piece of media in different ways during two different pressings.

21. (Original) The system for embellishing media defined in claim 20 wherein the first embellishing surface is an embossing surface for embossing a media during a first pressing and the second embellishing surface is a cutter aligned with the first embossing surface for cutting the embossed media during a second pressing.

22. (Original) The system for embellishing media defined in claim 21 wherein the first embellishing surface is an embossing surface for embossing a media in a first pressing having first press force characteristics and the second embellishing

surface is an embossing surface for embossing the media in a second pressing having second press force characteristics.

23. (Original) A method of embellishing media comprising:

placing media against a first embellishing surface of an embellishing die having a first embellishing surface for embellishing media formed on a first side and a second embellishing surface for embellishing media formed on a second side;

pressing the media against the first embellishing surface with a press to embellish the media;

placing the media against the second embellishing surface on the second side of the media embellishing die; and

pressing the media against the second embellishing surface with a press to embellish the media.

24. (Original) The method defined in claim 23 wherein the first and second embellishing surfaces are on opposite sides of the embellishing die.

25. (Original) The method defined in claim 23 wherein the first embellishing surface is an embossing surface and the step of pressing media against the first embellishing surface includes embossing the media.

26. (Original) The method defined in claim 23 wherein the second embellishing surface includes a cutter for cutting media and the step of pressing media against the second embellishing surface includes cutting the media.

27. (Original) The method defined in claim 23 wherein the first embellishing surface is an embossing surface and the step of pressing media against the first embellishing surface includes embossing the media and the second embellishing surface includes a cutter for cutting media and the step of pressing media against the second embellishing surface includes cutting the media.

28. (Original) The method defined in claim 23 wherein the first embellishing surface is an embossing surface and the step of pressing media against the first embellishing surface includes embossing the media, and the second

embellishing surface is an embossing surface and the step of pressing the media against the second embellishing surface includes embossing the media.

29. (Original) The method defined in claim 23 wherein the first embellishing surface is a cutter and the step of pressing the media against the first embellishing surface includes cutting the media, and the second embellishing surface is a cutter and the step of pressing the media against the second embellishing surface includes cutting the media.